EXHIBIT 3























Pete Forester (He/Him)
Content Expert and Editorial Director

New York University

Phoenix, Arizona, United States · Contact info

500+ connections

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Activity

819 followers

Pete Forester commented on a post • 3w

Like Eric Palm said, the typeface is an important historical reference and parallel. In terms of the color - no shade on you, but mostly a note: The base font being seemingly black and white (it's a dark blue), has meant that they've beer ...show more



Pete Forester commented on a post • 2mo

Corey is the best! You want to work with Corey!!

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Experience

Marketing and Content Strategist

Freelance

Sep 2022 - Present · 2 yrs 1 mo

Helping brands and business owners hone their visions, find their voices, and communicate with their audiences.

▽ Copywriting, Content Strategy and +1 skill



Career Break

Jul 2022 - Aug 2022 \cdot 2 mos New York



Editorial Director

StockX · Full-time
Oct 2019 - Jun 2022 · 2 yrs 9 mos
Greater New York City Area

Lead US-based Editorial team of seven for daily publishing, campaign planning and execution, SEO-optimization and micro-site development while guiding Global Teams' Editorial Strategies. Directed development of an entirely new CMS. Oversaw the creation of platforms for underrepresented voices on StockX channels. Directed Editorial major campaign growth by 4.4x with minor budget spend. Lead cross-team functionality with Creative, Legal, Business Development, Growth (SEO), Product, Go To Market, and Engineering. Managed budget and relationships with outside Engineering/Development vendors.

♥ Project Management, Copy Editing and +11 skills









Identity Director

Great Bowery · Full-time Oct 2018 - Oct 2019 · 1 yr 1 mo Greater New York City Area

Assembled new international art department from subsidiary art departments, and social media, marketing, and brand teams from the agencies under the Great Bowery umbrella. Managed team of 20. Created and curated original content for all rosters. Created new revenue streams and creative processes. Shaped messaging for all projects produced through agency with agency objectives.

Page 4 of 9

♥ Project Management, Copy Editing and +9 skills



Contributing Writer

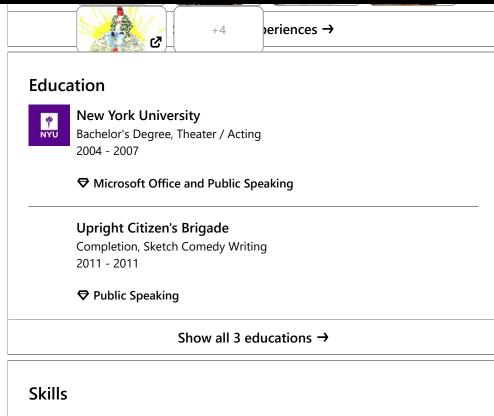
Complex Media · Freelance Feb 2014 - Oct 2019 · 5 yrs 9 mos New York, NY

For Complex Magazine and Sole Collector: Executed commissions and pitches with a focus on Men's Sneakers, Style and Current Events. This included reporting, personal essays highlighting Popular Culture, exclusive coverage of international releases from major brands Also operated as a writer of Weekend Daily News with minimal editorial oversight. Also contributed to First We Feast and NTRSCTN.

In 2014, I published "What It's Like to Be a Gay Sneakerhead in a Bro-Driven Culture" with Complex Networks that created a firestorm at a time when LGBTQIA+ representation in Sneaker Culture was almost non-existent. The response was a mix between very positive and very negative and set the scene for an ongoing and valuable conversation. I continued to write annual pieces in this vein for three years.

➡ Breaking News and Journalism





Leadership

× 2 experiences across StockX and 1 other company

Breaking News



2 experiences across Complex Media and 1 other company

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Publications

Why Gay Pride Sneakers Mean More Than You Know Sole Collector · Jun 9, 2015



The Gay Pride Collections that sneaker companies are beginning to release every June are more than just a few flashy pairs of sneakers. They are an indicator of community, a voice for the unheard, and a reminder that none of us are alone. Get the full story at SoleCollector.com

You're Doing It Wrong: How You Can Be Better at Using Sneakers for Good

Sole Collector · Apr 11, 2015

Show publication 2

Sneakerheads can do better than giving away new sneakers for attention on social media. Using a little know-how and ingenuity, dozens of lives can be affected from ...

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JaKaila Mustafa · 3rd+

Copywriter at StockX

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Zach Guerra · 3rd+ Building Cool Stuff



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JJ Lyons

Creating the technology stack for Evenly Orthodontics using Appian integrated with several OOTB technologies.



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Chris Pagnani, MD

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